

# Central Plains Dairy Women's Business Conference

Nov. 14-15, Best Western Ramkota, Sioux Falls, SD

## TUESDAY, NOV 14

Breaks sponsored by  
Diamond V

### 1:00 p.m. -- Women In Dairy Rock! – Kathy Peterson, Peopleworks, Inc.

This interactive and upbeat keynote is what you need NOW to

get recharged and reenergized! Learn ways to keep “rocking and rolling” despite the ups and downs you experience – as a dairy owner and operator, heifer grower, farmer, mom, grandma, wife, employee, or whatever hats you might wear.-- and discover three keys to success in any woman's life.



Kathy Peterson

### 2:00 p.m. -- When Your Business Partner Is Your Spouse --

Rena Striegel, Transition Point Business Advisors, Des Moines, Iowa. Some people say you have to be crazy to be in business with your spouse. You spend all day working together as business partners and then go home together at night.

Tension at work can lead to tensions at home, and vice-versa. Frequently the line between work and home isn't just crossed, it's obliterated. Join us to learn about key strategies that will help you have better balance with your spouse in your business and at home and improve communication, and be recognized by others as an equal partner in your business.



Rena Striegel

### 3:00 p.m. -- Breakout Sessions

1) The new Farm Bill: What's shaping up for dairy – Mary Knigge, House Ag Committee

2) Technology that saved us time and improved our profits – Kathy Verhoek, Drumgoon Dairy, Lake Norden, S.D.; Merri Post, Middleroad Acres, Chandler, Minn., automatic calf feeders; and Stephanie Tighe, Cottonwood Ridge Dairy, Garretson, S.D., robotics. Heidi Carroll, I-29 Moo University, moderator. *Sponsored by I-29 Moo University.*

### 4:00 p.m. -- Leading In An Industry Dominated By Men –

Pam Bolin, former chair, Swiss Valley Farms board of directors, Clarksville, Iowa; Barb Liebenstein, chair, Minnesota Division, Midwest Dairy Association, Dundas, Minn.; and Kate McAndrews, Vita Plus.



Kate McAndrews



Barb Liebenstein



Pam Bolin

5:00 p.m. -- Sharing Your Story Beyond Social Media – Amy te Plate-Church, The Center for Food Integrity

6:00 p.m. -- Connecting Session, Dairy Girl Network

### 7:00 p.m. -- Banquet

Back In The Saddle: A Story of Survival, Determination and Courage – Amberly Snyder, champion barrel racer, Utah. *Sponsored by Purnia Animal Nutrition.*



Amberly Snyder

## WEDNESDAY, NOV. 15

7:00 a.m. -- Breakfast and Table Talks.. Cow and calf care, human resource management, leadership, new technology and more. *Sponsored by Valley Queen Cheese*



Sara Dorland

8:30 a.m. -- Milk Markets And You: What You Need To Know Going Into 2018 -- Sara Dorland, managing partner, Ceres Dairy Risk Management LLC, Sun Valley, Idaho. *Sponsored by Farm Credit Services of America.*

### 9:30 a.m. -- Breakout Sessions

1) Enterprising Women: How These Dairy Women Turned Their Ideas Into Successful Businesses –

Cheryl Mohn, founder and president, Udder Tech, Lakeville, Minn.;

and Laura Benson, Filly Flair, Baltic, S.D.; and Kris Swanson, Valley Side Cheese, Crooks, S.D.



Laura Benson



Cheryl Mohn

2) Immigration Reform: Is The Newly Introduced Agricultural Guest Worker Act The Answer For Reliable, Year-Round Labor? -- Laurie Fischer and Ann McDonald, American Dairy Coalition.



Sorenson

10:30 a.m. -- Translating Consumer Trends Into Increased Dairy Sales – Cindy Sorenson, senior vice-president of business development, Midwest Dairy Association. *Sponsored by Midwest Dairy Association.*

11:30 a.m. -- Meeting Change With Faith -- LuAnn Troxel, Troxel Dairy, Hanna, Ind.



LuAnn Troxel with husband Tom and Mugsy.

12:30 p.m. -- Conference ends

# Register now to attend

## Discount available with early registration

The registration fee is:

- \$150 per person on or before Oct. 31
- \$175 per person after Oct. 31
- \$100 for one-day registration
- \$100 for students

To register and pay online by credit card, go to  
[www.centralplainsdairy.com/womens-conference](http://www.centralplainsdairy.com/womens-conference).

You can also contact Kathy at  
[kathy@centralplainsdairyexpo.com](mailto:kathy@centralplainsdairyexpo.com) or 218-236-8420 and pay by credit card or request an invoice.

Or send a check and the name or names of the people you're registering to:

Central Plains Dairy Association  
6258 90th Ave. N.  
Glyndon, MN 56547

Make checks payable to Central Plains Dairy Association.

## Lodging

There is a special rate of \$94.99 per night for a non-poolside king or queen room at the Best Western Ramkota, 3200 W Maple Street, Sioux Falls, S.D., for the event. You must call the hotel directly at 605-336-0650 and ask for the Central Plains Dairy Women's Conference room block. The rate is not available online or through Best Western's reservation center. Call the hotel before Oct. 27 for the rate.

